



Learn How to Brand Your Local Food Business

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MADISON – Branding helps set your products apart and connects buyers with the story of your farm. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages local food producers to attend one of the four Buy Local, Buy Wisconsin Regional Workshops titled, “Branding: It’s not just about logos!”

Andrea Neu, owner of Image Maker marketing communications, will be the speaker for the workshops. She has more than 36 years of experience in Integrated Marketing Communications, focusing her expertise in the food industry. Neu has worked with Wisconsin cheesemakers/marketers, farmstead, and artisan dairy producers to assist with their brand development.

At the workshop, attendees will learn more about brand development through examples of successful branding projects. They will also learn about local food trends and the 12 steps to successful packaging. Attendees are welcome to bring promotional materials or packaging to the workshop to receive feedback.

Each Branding workshop will be held from 9:00 a.m. – 2:00 p.m. Dates and locations include:

- Wednesday, January 25 at Northern Great Lakes Visitor Center, 29270 Highway G, Ashland.
- Monday, January 30 at Viroqua Area Medical Clinic, 407 S Main Street, Viroqua.
- Wednesday, February 1 at James P Coughlin Center, 625 E County Road Y, Oshkosh.
- Friday, February 3 at DATCP, 2811 Agriculture Drive, Madison (Also accessible by free webinar).

The cost to attend is \$30 for the first registration, and \$15 for any additional registrations of the same farm, family or organization. Lunch is included. The registration deadline is Wednesday, January 18.

Space for each workshop is limited. To register or for more information, visit datep.wi.gov/Business/Buy_Local_Buy_Wisconsin or contact Theresa Feiner at theresa.feiner@wi.gov or 608-224-5112.

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